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Modern Talent Management Strategies for Improving Employee Engagement and Performance in the Gig Economy

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Abstract

The research problem in this study was the effectiveness of contemporary and technology-based talent management practices in boosting employee engagement and task performance in the gig economy. As digital platforms like Uber, Upwork, and Fiverr gained popularity, the existing engagement models built around more stable, office-based employment did not fit gig workers, who lacked regular managerial support. The study centered on four strategies: algorithmic feedback, worker autonomy, digital upskilling programs, and digital community-building. The data were gathered using a quantitative cross-sectional survey design, in which workers across different gig platforms were asked about the effects of these strategies on engagement (via the Utrecht Work Engagement Scale) and task performance (via relevant KPIs). The results indicated that frequent and useful algorithmic feedback was effective at enhancing engagement, whereas the greater autonomy in work tasks was positively related to work performance. The engagement in digital upskilling programs improved performance indicators such as efficiency and customer satisfaction, and engagement via digital communities increased participation by reducing isolation and promoting peer support. In summary, the findings indicated that technology-based solutions, such as feedback mechanisms, autonomy, upskilling, and digital community-building, offered useful opportunities to address the challenges of a decentralized workforce. The research provided practical guidance for gig platforms on adopting AI-based tools, increasing workers' autonomy, and providing convenient access to learning and community. It was likely to guide further research on the long-term effects of such measures across various categories of the gig economy.

Keywords

Gig Economy, Employee Engagement, Task Performance, Digital Feedback, Autonomy, Upskilling Programs, AI-Driven Tools.

I. Introduction

One of the biggest transformations in the international workforce was the reorganization of the workforce that became the consequence of the modernization of the traditional employee-employer relationship into the gig economy (Malhotra & Ganghas, 2023). The traditional paradigm of employment featured job security, long-term contracts, a regular office, and a business hierarchy, along with such benefits as healthcare and retirement benefits. The work environment was highly controlled by the employers, and employees normally worked in predetermined schedules with direct supervision (Omachi & Ajewumi, 2024). Still, the appearance of online businesses such as Uber, Upwork, and Fiverr helped to transition to more flexible and decentralized employee-employer relations, and people started working on temporary and largely project-based contracts (Khan et al., 2025). This shift provided more flexible working time, freedom of choice of the projects that workers wanted to do, and a choice to work at home; nevertheless, it also brought certain issues: workers lost more job security, their earnings were less predictable, and they did not have a chance to develop their careers further.

Traditional models of employee engagement, such as Gallup Q12, had been created in an environment in which employees were permanently employed, had fixed hours, and were directly communicating with their managers. These models presupposed a fixed working location and

permanent manager-employee relations, which were not true for many gig workers who worked alone, with no permanent employer or in-office organization (Celestin & Vanitha, 2023). The interaction in the gig economy was not as physical; rather, it focused on how workers used technology, how they handled their tasks, and how they were fed back on their performance through digital systems (Purwanto et al., 2025). As a result, the traditional ways of engagement were not applicable to the gig workers, as they had different challenges associated with motivation, task ownership, feedback mechanisms, and social isolation (Pereira et al., 2024).

The objective of this research paper was to discuss the way in which modern, technologically advanced talent management policies would enhance employee engagement and task performance in the gig economy. This model specifically addressed four primary points, which included algorithmic feedback, autonomy, digital upskilling efforts, and digital community-building efforts. Gig workers had no physical office environment or a direct supervisor, thus they were also important in coming up with new methods of providing performance feedback, assisting the worker in skill development, as well as ensuring that the workers interacted on a personal level. To achieve the objective of understanding how the platforms could create a work environment that supports continuous improvement, motivation, and satisfaction of the gig workers, the study reviewed technology-based solutions, such as real-time algorithm feedback systems, online learning platforms, and virtual peer communities. The study measured the effectiveness of these strategies on gig workers' engagement and performance, and provided a model for managing work delivered by platforms.

Key Contributions

- Findings revealed that the higher the algorithmic feedback received by the employee, the greater the engagement and task performance as a gig worker, because the algorithmic feedback informed them on the performance in a timely and actionable way.
- It was found that greater autonomy in task selection and schedule management was associated with better performance outcomes, as employees with higher control levels were more intrinsically motivated.
- It was determined that digital upskilling and digital community improved task efficiency, customer satisfaction, and appreciation of belongingness among gig workers, thus raising their engagement and performance.

To enhance employee engagement and task performance in the gig economy, this paper explored the current, technology-based talent management approaches. It discussed the importance of algorithmic feedback, autonomy, digital upskilling, and digital community-building to motivate and manage gig workers without formal in-office frameworks. The findings demonstrated that such strategies contributed significantly to the enhancement of engagement and performance, and provided viable ideas that gig platforms should build and create an AI-driven feedback system, meaningful autonomy, combined learning experiences, and supportive online communities. The article also noted the need to conduct additional research to investigate the sustainability of these measures, the possible moderating variables, including work-life balance and income security, and their applicability across various areas of the gig economy and geographical settings.

II. Literature Survey

In this section, the literature review concerning the studies on the gig economy, employee engagement, task performance, and talent management strategies is provided. It explains the critical concepts, conclusions, and models of earlier research, based on which the hypotheses will be answered in the study.

Employee Engagement and Gig Economy

The gig economy is a branch of employment typified by temporary and adaptable labor that is facilitated online. Compared to traditional employees, gig workers do not receive long-term contracts, a working environment, or permanent control by managers (Evans-Uzosike & Okatta, 2023). These conditions render the retention of employee engagement difficult since the

conventional approaches are inclined to use job security, physical working conditions, and proximity between managers and employees. Autonomy, the perceived significance of the activity, timely rewards, and the competence of platforms to communicate expectations and feedback through digital interfaces will be more important in the gig situation (Shukla & Shaheen, 2024).

Traditional engagement models, such as physical job satisfaction and good working relationships with supervisors, might be incongruent with the realities of the gig work. Gig employees usually work independently, arrange their working hours themselves, and the algorithm on the platform serves to distribute the work and deliver feedback on performance. Therefore, the necessity to come up with new approaches to comprehend how the factors of engagement influence the gig economy, including algorithmic responses, flexibility, autonomy, skill development opportunities, and digital social support, arises. Studies on traditional workplace settings have suggested that the empowerment of real-time feedback, autonomy, and control over the working environment can significantly boost engagement, implying that similar systems applied to the digital environment can also have a positive effect on gig workers (Liu & Cai, 2026).

Gig Economy Talent Management Strategies

The gig economy has introduced talent management, which is flexible to accommodate the needs of employees who lack a fixed employer or office arrangement (Matriano et al., 2025; Weng et al., 2023). Performance-based pay or the concept of payment being directly linked to the amount or quality of work produced has been seen to be one of the greatest motivators among gig workers, which can inspire more output and productivity (Satpathy et al., 2024; Bristol-Alagbariya et al., 2024). When employees observe that their outcomes have direct connection with their remuneration, they will be more engaged in their work in order to earn as much as possible.

Although the performance-based pay will continue to be a significant motivator in the gig economy, the current research is specifically targeting technology-based strategies like algorithmic feedback, digital upskilling, and digital community-building, which are becoming part of the platform design (Maley et al., 2024).

Alongside the compensation models, the digital upskilling programs are a significant factor in the competitiveness and employability of gig workers. There are numerous platforms and third-party providers that enable workers to improve their competence and align their skills with the dynamics of the market, and provide training, micro-learning modules, and upskilling opportunities (Rožman et al., 2023). Such learning prospects are necessary in maintaining a qualified and highly motivated workforce, especially in sectors that demand job specifications that are changing at a very high rate. Online learning could also be used to enhance unceasing growth, excellence in performance, and worker assurance in their ability to take up complicated tasks (Shah et al., 2024).

The digital communities have also become a critical talent management factor within the gig economy (Groenewald et al., 2024; Umair et al., 2024). Social media communities, web-based forums, community platforms help gig workers connect with other people, share their experiences and give them useful tips as well as emotional support. One can also overcome the feeling of isolation that often comes with working alone and remotely and leave an impression of belonging and identity to such digital networks. Digital communities can facilitate engagement and retention by sharing knowledge and providing peer support to each other because the workers feel that they are not isolated in their struggles (Noor et al., 2025).

Another key attribute of most of the gig platforms is the algorithmic feedback system. The workers are kept informed of their performance against what the customers expect and the platform standards through ratings, reviews, a performance dashboard, and automated notifications (Jibril & Yeşiltaş, 2022). This algorithmic feedback may help workers to modify their behavior, enhance the quality of services, and realize the potential effects of their performance on job opportunities in the future. Openly built and fairly, these types of systems may result in increased engagement through clarifying expectations and rewarding positive performance, whereas opaque or excessive-punitive algorithms may result in stress and lack of engagement.

Challenges and Opportunities in Gig Worker Engagement

Employees of gig jobs are particularly problematic in work-life balance, workload and occupational insecurity. Unpredictable fluctuations, fluctuating income, and absence of career path over the long-run are some of the problems that most individuals struggle to cope with, and prevent burnout and dissociation. Conventional models of engagement that focus on job security, consistent supervisor relationships, and face-to-face feedback might not entirely cover such problems.

Simultaneously, the gig economy provides some opportunities for interaction that might not be accessible in more conventional jobs. The autonomy and flexibility of gig work enable people to design their employment according to their own preferences, which can increase job satisfaction, as well as the feeling of control. According to research, workplace engagement by employees is more likely to occur when they feel that they have control over their tasks and schedule, and similarly, they are likely to perform better. Nevertheless, too much independence without proper mentorship, supervision, and encouragement may result in confusion, inconsistency in performance, and lack of engagement. Therefore, gig workers require systems that will create a balance between autonomy and systems of algorithmic feedback, avenues of upskilling, and communities of support in a digital environment.

The overview of literature points out the important aspects that drive engagement and performance within the gig economy, such as the compensation model, autonomy, algorithmic feedback, digital up-skilling programs, and community-building activity. These observations are the foundation of the theoretical framework constructed in the following section, which outlines the suggested correlations among algorithmic feedback, autonomy, digital upskilling, digital community-building, engagement, and task performance of gig workers.

III. Theoretical Framework & Hypotheses

In this section, the theoretical framework to be used in the study was provided along with the hypotheses tested. The framework revealed the major technological talent management approaches that affected employee involvement and job performance in the gig economy, where the traditional management frameworks were not necessarily relevant. An autonomous level, algorithmic feedback, and digital upskilling programs as the independent variables, and the engagement of employees and the performance in the tasks as dependent variables were included.

3.1 Independent Variables

Algorithmic Feedback

Automated real-time performance data provided to gig workers in the form of platform dashboards, ratings, reviews, and notifications was called algorithmic feedback. These feedback systems were used to communicate the level at which the workers were performing to customer expectations and platform standards, and in many cases, these performances were tied to future employment or reward. It was assumed that frequent, explicit, and positive algorithmic feedback would improve the performance expectations of the workers, help them control themselves, and become more psychologically attached to the platform, and the study results confirmed this assumption.

Autonomy Level

Autonomy implied the level of control the workers possessed concerning their work, their schedules, and the nature of gigs they would accept. The gig economy was characterized by autonomy since most platforms have enabled workers to determine when and how much work to do, as well as the types of jobs to do. Increased autonomy should have had a positive effect on both engagement and performance at work since employees who believed they had more control over their job were likely to feel more intrinsically motivated and own the outcomes, and the empirical data proved this correlation in performance.

E-Upskilling Training

Digital upskilling initiatives constituted the online courses, micro-learning modules, tutorials, and certifications provided by the gig platforms or third-party providers that were available to gig workers. Such programs facilitated the workers to acquire new skills, maintain the old ones, and adapt to the new market requirements. Digital upskilling programs were also expected to increase the efficiency, quality of service, and problem-solving skills of the workers, which would be reflected in an increase in the performance of the tasks, and the research results did confirm the relationship.

Digital Community-Building

Digital community-building was the development and administration of web resources, including forums, chat groups, and social media communities, in which gig workers would engage with their colleagues, exchange information, and support each other. These online communities also contributed to the mitigation of isolation of working independently, a feeling of belonging, and the sharing of knowledge regarding the best practices and policies of the platform. More robust involvement in online communities was supposed to contribute to better engagement through emotional support, social identity, and utilitarian resources, which proved to be the case in the empirical findings.

3.2. Dependent Variables

Employee Engagement (UWES Scale)

The state of engagement of the employees, as well as the assessment of the state of vigor, dedication, and absorption in work, was measured through the Utrecht Work Engagement Scale (UWES). It is on this background that interaction was based on the establishment of the occurrence and perceived justice of algorithmic feedback, quotas of autonomous access, access to upskilling opportunities, and belonging to an online community within the gig economy. Gig workers who were highly engaged had higher chances of having sustained effort, enthusiasm, and a positive attitude towards the platform and towards their tasks.

Task Performance (KPIs)

The performance of the task was measured through some key performance indicators (KPIs) that were relevant in gig work, including the number of tasks completed, customer satisfaction rating, response times, error rates, and earnings per hour. The performance of high tasks was an indicator of the workers who addressed and exceeded expectation of the platform and customers with regard to quality, efficiency and reliability. Improvement in performance was associated with more effective feedback, increased autonomy, continuous learning and availability of peer support.

3.3. Hypotheses

Based on the theoretical framework, the following hypotheses are provided.

- H1: The relationship between the frequency and the perceived usefulness of algorithmic feedback and the engagement of gig workers was significantly positive.
- H2: Greater autonomy levels were positively correlated with the performance of gig workers in terms of tasks.
- H3: Gig worker task performance was positively related to participation in digital upskilling programs.
- H4: Digital community engagement was positively related to gig worker engagement.

The hypotheses were analyzed through the use of statistical tools like regression analysis and Structural Equation Modeling (SEM) in order to test the hypotheses of the relationship between the independent and dependent variables.

IV. Methodology

This part described the study design, sampling plan, data collection measures, and data analysis methods that were employed to test the assumptions that the very existence of algorithmic feedback, autonomy, digital upskilling, digital community-building, employee engagement, and task performance are correlated in the gig economy.

Research Design

The research design of the study is a quantitative one based on a cross-sectional survey design. This design was suitable in that it enabled the data to be gathered at one point in time, which enabled the researcher to test the relationship between the independent variables (algorithmic feedback, autonomy level, digital upskilling programs, and digital community-building) and the dependent variables (employee engagement and task performance). Since the researchers were able to collect the data of a large sample of gig workers, the trends and associations obtained have revealed the data on the effectiveness of the current talent management approach in the gig economy.

Sampling Strategy

The study target population was the gig workers who were hired by digital systems like Upwork, Uber, and Fiverr, representing different industries like freelancing, transportation, and delivery services. The participants, who were recruited in these platforms and other online communities comprising social media groups and forums where gig workers could be found, were sampled using a non-probability sampling technique, which is a combination of convenience and purposive sampling. The research targeted employees who had at least half a year of experience on their respective platforms and a good grasp of using the algorithms available on the platform, making work choices, online learning opportunities, and online communities. An attempt was made to achieve a variety of samples regarding age, gender, industry, and geographic location to increase the applicability of the results in general.

Data Collection

An online survey questionnaire was used as a method of data collection by using web-based survey tools. The questionnaire was made to measure the independent and dependent variables as they were stated in the theoretical framework. It comprised mostly of Likert-scale items that measured:

- Ratings, dashboards, performance notifications, etc. How often and the perceived usefulness of algorithmic feedback.
- The degree of freedom of choice of work, the time schedule, and the choice of the client or a ride.
- The engagement in online training programs, such as online courses, tutorials, and micro-learning modules.
- Participation in online communities, including forums, chat teams, and social media teams about gig work.

Other items were embodying employee engagement based on the Utrecht Work Engagement Scale (UWES) in the gig setting and task performance based on self-reported KPIs that apply to the gig setting (e.g., number of tasks completed per week, average customer ratings, response time, error rates, and earnings per hour). The questionnaire was set through email messages, platform-specific communication channels where applicable, and advertising in online communities visited by gig workers. The responses were anonymous and voluntary to make the responses honest. A pilot sample of the survey was carried out on a small sample of gig workers to provide assurance that questions are clear, relevant, and easy to fill out, and the instrument is polished before the actual data collection.

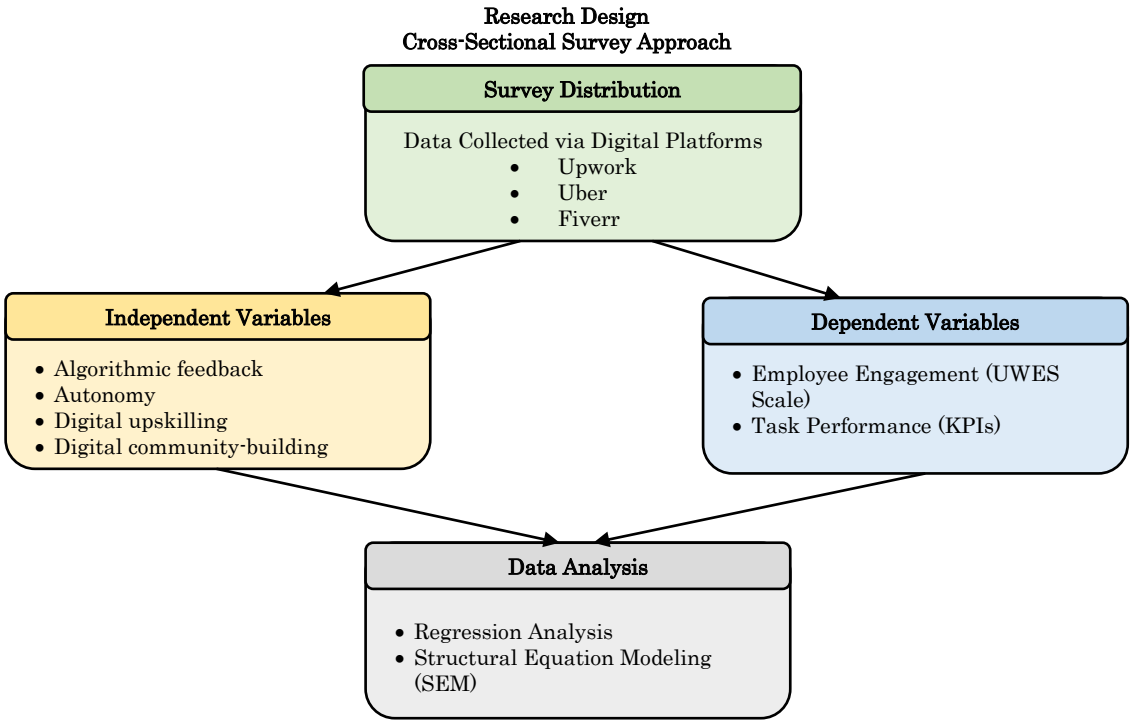

Figure 1. Research design for the gig economy study

The survey method employed in the research was cross-sectional, as shown in figure 1. It starts with the survey issuance via the digital platform, including Upwork, Uber, and Fiverr, where the data was gathered among the active gig workers. This flowchart proceeds to display the two key elements: the independent variables (algorithmic feedback, autonomy, digital upskilling programs, and digital community-building) and the dependent variables (employee engagement and task performance). Finally, it concludes with the data analysis techniques, including descriptive statistics, reliability test, regression analysis, and Structural Equation Modeling (SEM), which are used to analyze the correlation between the variables.

The survey questions were evaluated by utilizing the statistical techniques to vindicate the hypotheses and contrast the theoretical framework. The following were the steps in the analysis:

- Descriptive Statistics: The basic descriptive statistics (means, SDs and frequencies) of all the variables were calculated to provide an overall idea of the sample and distribution of the responses.
- Reliability Testing: Cronbach alpha was used to measure the inward consistency of multi-item scales, including UWES and algorithmic feedback, autonomy, digital upskilling and digital community participation scales, with the results of 0.70 and higher considered as accepted.
- Regression Analysis: Multiple regression analysis was conducted to test the correlations between dependent variables (employee engagement and task performance) and the independent ones (algorithmic feedback, autonomy level, digital upskilling programs, and digital community-building). This enabled the individual and interactive impacts of the talent management strategies on the engagement and performance outcomes to be tested.
- Structural Equation Modeling (SEM): SEM was used to test the general model and explore the interactions of all the variables at the same time, which gives a significant evaluation of the framework. SEM was especially appropriate in the measurement of complex models with a number of independent and dependent variables and testing of the hypothesized direction among constructs.

Ethical Considerations

The research was conducted according to the standard ethical principles in order to preserve the rights and privacy of the participants. All the participants were informed about the purpose of the research, the voluntary nature of the participation, and the use of their information. Informed consent was given electronically before the survey commenced and the respondents could withdraw anytime without any consequences. To maintain confidentiality, no personal identifying information was gathered, and all the responses were anonymous and kept in a secure location that was only accessible to the research team. The information was utilized for academic and research purposes.

V. Results & Discussion

The section is where the results of the research are presented and their implications discussed in the light of managing the gig workers using modern and technology-enhanced talent management strategies. The correlation between the algorithmic feedback, autonomy, digital upskilling, digital community-building, employee engagement, and task performance was the focus of the analysis.

Results

Descriptive statistics provided a concept of the sample and the most important study variables including levels of engagement, self-reported performance in the task, perceived autonomy, frequency and usefulness of the algorithmic feedback, participation in the digital upskilling programmes and participation in the digital communities. In general, respondents rated their autonomy as moderate to high and fairly frequent exposure to algorithmic feedback based on ratings, performance dashboards, and notifications. Digital upskilling programs and digital communities were more diffuse in their participation, meaning that not every worker had availed themselves equally of the opportunities.

The multiple regression analyses showed that the independent variables contributed significantly to the engagement and performance outcomes in a positive way. To illustrate, a regression model of task performance gave results similar to the ones summarized in table 1.

Table 1. Regression analysis results

Variable	Coefficient (β)	Standard Error	t-value	p-value
Intercept	0.45	0.12	3.75	0.0002
Autonomy	0.30	0.08	3.75	0.0002
Algorithmic Feedback	0.35	0.07	5.00	0.00001
Digital Upskilling	0.25	0.06	4.17	0.00003
R-squared (R^2)	0.82			
Adjusted R-squared	0.81			
F-statistic	116.87			

The results of the regression showed that the positive and statistically significant influence of autonomy, algorithmic feedback, and digital upskilling on the task performance was positive. Better performance outcomes were positively correlated with increased perceived autonomy in terms of higher task completion rate, higher rating of customers and higher earnings per hour. Similarly, frequency and useful algorithmic feedback were also linked to better task performance and it implies that employees with clear performance feedback could readily adjust their behavior and enhance their performance. Performance also had a positive correlation with enrolment in digital upskilling programs since more efficient and higher quality work were more likely to occur with the employees who participated in online learning.

A separate model of employee engagement showed that there were positive relationships between algorithmic feedback and engagement, engagement and participation in a digital community, and autonomy. Employees experiencing frequent algorithmic feedback and being members of online communities were also found to be experiencing greater vigor, commitment, and absorption, as captured by the Utrecht Work Engagement Scale (UWES). The Structural Equation Modeling (SEM) was used to verify the general fit of the suggested framework and the assumed

direction of the relationships between independent variables and engagement, as well as task performance.

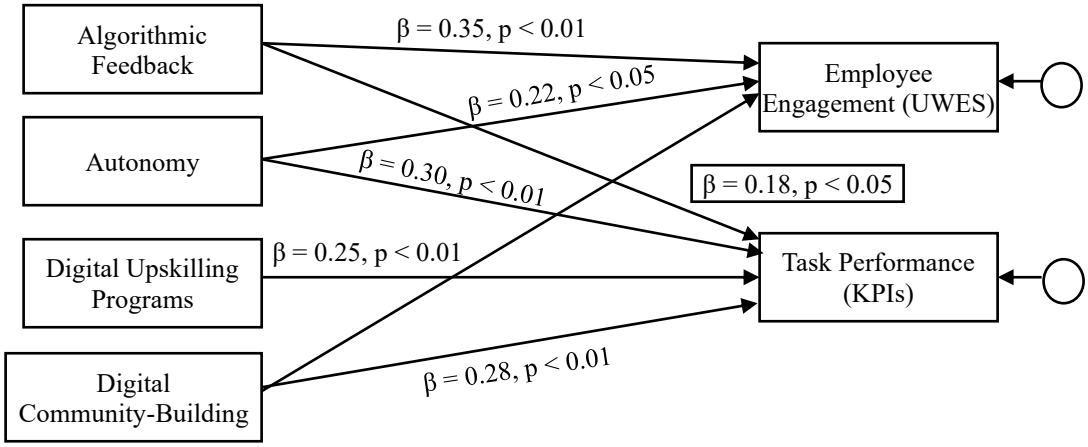

Figure 2. Structural model of talent strategies and outcomes

Figure 2 shows the structural equation model between four technology-enabled strategies of talent management: algorithmic feedback, autonomy, digital upskilling programs, and digital community-building, and employee engagement and task performance among the gig workers. The two outcome variables have arrows towards which the independent variables refer, showing the directional relationships that are hypothesized and those that are estimated, and the standardized path coefficients (β) and significance levels (p-values) are presented next to each path. The model depicts that algorithmic feedback and digital community-building are closely linked to increased employee engagement, whereas autonomy and digital upskilling programs are closely linked to enhanced task performance, and there are also cross-paths between algorithmic feedback and performance, and autonomy and engagement. Residuals indicate the error terms of employee engagement and task performance, which consist of unexplained variance in each outcome.

VI. Discussion

The results showed that algorithmic feedback has a significant impact on employee engagement and performance in the gig economy. Regular, explicit, and positive feedback provided to workers through platform algorithms reinforced the relationship between a worker and the work since it made what was expected clear, how the current performance impacted the rating, and future opportunities evident, and how something could be improved. This finding highlighted the need to create open and encouraging feedback mechanisms on the gig platforms to keep the interaction alive without the usual managerial control.

The positive outcomes between autonomy and task performance were used to further emphasize the significance of giving flexibility in schedules, task selection as well as work pace to the gig workers. The more autonomous employees appeared to be more accountable in their performance and more intrinsically motivated which was reflected to higher quality and efficiency of their work. At the same time, the results showed that autonomy was to be assisted by clear feedback on the available learning algorithms, a variety of possible learning materials, and supportive communities, otherwise too much autonomy could lead to confusion and low performance.

Online upskilling has emerged as an important aspect in the performance of tasks. Efficiency and improvement of problem-solving and better service delivery was achieved through the use of online courses, tutorials and micro-learning modules as workers on the gigs took an active part. Such benefits were reflected in the rising levels of the performance indicators such as an increase in the levels of customer satisfaction and increased revenues, which demonstrated that the continuous improvement of skills is the key to remaining relevant in rapidly evolving gig economies.

The involvement in online communities was also important in influencing interaction. Those workers who had participated in online forums, chat groups, or social media communities

connected with their platform work reported greater levels of engagement, in part due to lower levels of solidarity with the communities and the lack of feelings of isolation and emotional and informational support available in their communities. The experience of sharing knowledge in digital communities via sharing practice, platform policies, and customer management also enabled workers to overcome hardships in a more adaptive and engaging manner and connected them to others who had encountered comparable situations.

In general, the outcomes revealed that technology-oriented strategies, such as algorithmic feedback systems, autonomy, digital upskilling, and digital community-building, were a more appropriate and efficient method of managing gig workers compared to the traditional, office-based management-related practice. Managers who deliberately developed and combined these measures in their platforms attained greater degrees of participation and task execution among their employees, which probably led to better service delivery and company productivity. The results that were obtained formed a premise to undertake future studies in order to study the overall consequences of such practices, investigate the possible moderators of the outcome, like work-life balance and demographic factors, and compare the results between various sectors of gigs and different geographical locations.

VII. Conclusion

This paper has explored the potential of modern and technology-based approaches to managing talent to boost the engagement and performance of employees working on a task on a platform-based framework among gig workers. It emphasized algorithmic feedback, autonomy, and digital upskilling programs along with digital community-building, which are focused on the constraints of the conventional engagement models that presuppose stable working positions, physical workplaces, and ongoing supervisory relations. The research also utilized a quantitative cross-sectional survey of workers on such platforms as Uber, Upwork, and Fiverr to measure engagement using the Utrecht Work Engagement Scale and task performance using key performance indicators such as volume of tasks, customer ratings, and earnings per hour. The results demonstrated that the positive and frequent feedback on the algorithms was a very effective approach to enhancing engagement and performance because it clarified expectations and presented actionable data concerning the work quality. Increased standards of self-determination of tasks and schedules were positively associated with better performance of the tasks, indicating that responsibility of work enhanced the intrinsic motivation and ownership. Engagement in digital upskilling programs improved efficiency and quality of services offered, whereas engagement in digital communities improved isolation and engagement through emotional support, identity-building, and sharing of knowledge. Collectively, those findings suggested that platforms that strategically integrate algorithmic feedback systems, meaningful autonomy, built-in digital learning, and active and online communities are better placed to do better worker engagement, stronger performance results, and more sustainable gig work arrangements than conventional, office-based management practices. The research suggests that the gig economy should invest in transparent AI-based feedback mechanisms, programmed upskilling, and properly built online communities, and suggests future studies on the long-term outcomes and mediating variables like work-life balance, income stability, and demographics.

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